

Settlement.Org

# User Survey Report

2016



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# Purpose and Methodology

## Purpose of the Evaluation

The purpose of the 2016 Settlement.Org evaluation was to ensure that the website’s content was meeting the needs of its primary audience, newcomers to Ontario. The data from the evaluation would allow the Settlement.Org team to develop content strategically, focusing on the users’ unmet needs and further developing topic areas that were of interest to the Settlement.Org audience.

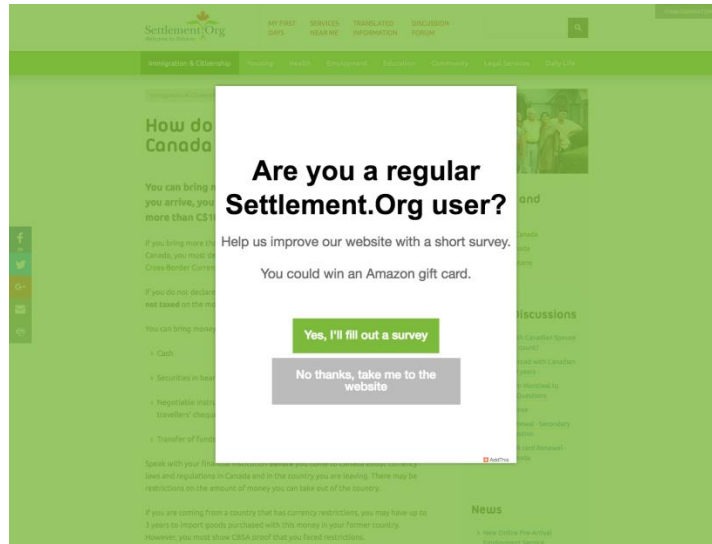
The secondary objective was to evaluate the website’s current content in a more holistic manner. Settlement.Org content is continuously being evaluated through website analytics. For example, Google Analytics provides our team with the number of visitors and time spent on each page. This data indicates popular and unpopular topic areas. However, more nuanced queries and qualitative data cannot be ascertained through analytics alone. The survey served to fill this evaluation gap.

## Summary of the Evaluation Methods

The evaluation of the Settlement.Org website adopted a participatory approach and used a mixed methods design that combined quantitative and qualitative data collection methods. The evaluation consisted of a survey of twenty questions, including open-ended, ranked and multiple choice-style questions. The survey was revised several times and pilot tested by several OCASI staff members.

The survey only targeted users who self-identified as immigrants to Ontario and who had visited the Settlement.Org website more than once. These criteria were chosen in order to reach the Settlement.Org target audience (newcomers) and in order to ensure that the opinions of regular visitors who could provide educated responses were captured. The survey started with two screening questions and only respondents who met the survey criteria were able to complete the rest of the evaluation. Out of 525 respondents, 169 qualified for the survey. 136 respondents completed the survey in full.

The survey was open to respondents for four weeks from May 9 to June 3, 2016. Survey outreach included news items on Settlement.Org, pop-up webpage announcements on Settlement.Org, social media engagement and postings on other OCASI websites (SettlementAtWork.Org and Etablissement.Org). A random prize draw for \$100, \$50 and \$25 Amazon electronic gift cards were offered as an incentive to participate in the evaluation.



- › Employment
  - › Am I eligible for Employment Insurance (EI)?
  - › How do I create a Canadian-style résumé in order to find a job?
  - › How do I get a Social Insurance Number (SIN)?
  - › What is the Canada Child Tax Benefit (CCTB)?
  - › Where can I find general job listing websites?
- › Education
  - › The Newcomer's Guide to Elementary School in Ontario
  - › The Newcomer's Guide to Secondary School in Ontario
- › Daily Life
  - › What if my driver's licence is lost or stolen?
  - › What is an RRSP?
  - › Will I receive financial assistance from the government when I retire?

- › Submit a local workshop or event
- › See all events



#### Settlement.Org User Survey

If you are an immigrant who is a regular Settlement.Org user, you could help us improve our website with a short survey. You could win an **Amazon gift card**.

[Fill out the survey](#)

*Examples of survey outreach tools on Settlement.Org*

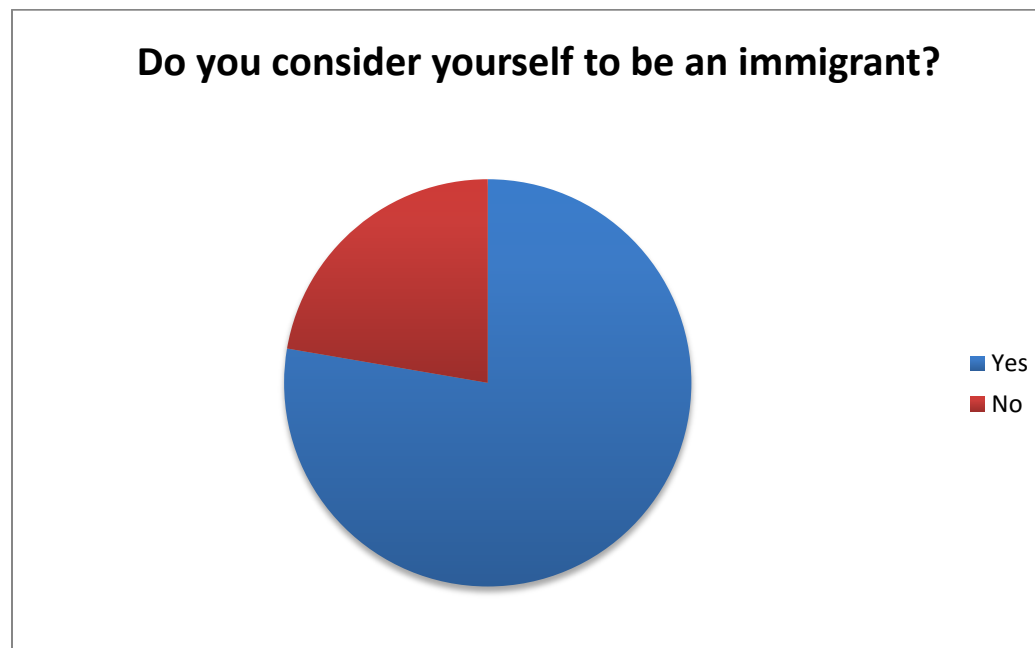
# Survey Data and Results

## Screening Questions

As stated, the target audience for the survey were newcomers who were familiar with the Settlement.Org website. In order to recruit respondents who fit this profile, two screening questions were presented at the beginning of the survey. If respondents did not meet our criteria, they were directed towards a webpage letting them know that they were not eligible to participate.

### Self-Identification as an Immigrant (Newcomer)

The majority (77.7%) of respondents identified as immigrants to Canada. The word immigrant rather than newcomer was used as it is more widely recognized outside of the settlement sector. Respondents who did not identify as immigrants were not eligible to continue the survey.

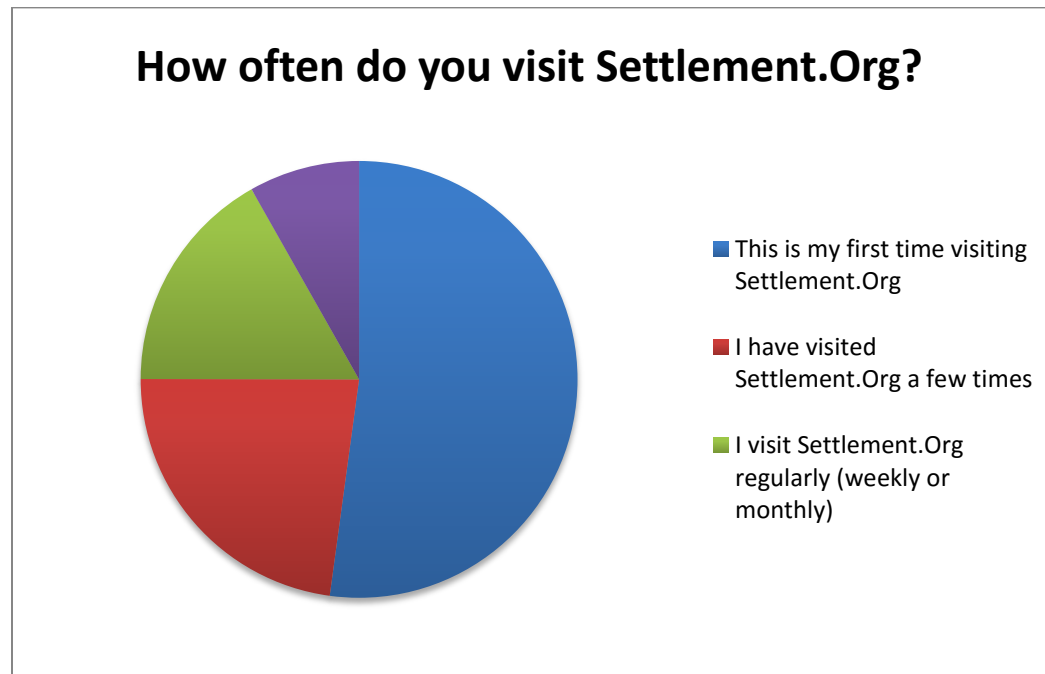


Do you consider yourself to be an immigrant (you moved to Canada from another country)?		
Answer Options	Response Percent	Response Count
Yes	77.7%	408
No	22.3%	117
answered question		525

### Familiarity with Settlement.Org

Approximately half (52.2%) of respondents were visiting Settlement.Org for the first time. Because our survey targeted regular Settlement.Org users who were familiar with the site, they were not eligible to participate.

Approximately a quarter (22.9%) of respondents had visited the site a few times. The remaining 16.8% of respondents had visited the site at least monthly while 8.2% visited Settlement.Org on a daily basis.



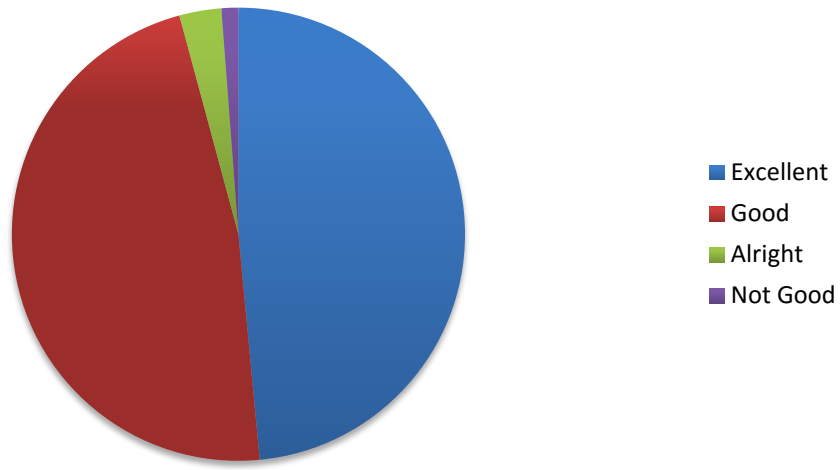
How often do you visit Settlement.Org?		
Answer Options	Response Percent	Response Count
This is my first time visiting Settlement.Org	52.2%	274
I have visited Settlement.Org a few times	22.9%	120
I visit Settlement.Org regularly (weekly or monthly)	16.8%	88
I visit Settlement.Org site almost every day	8.2%	43
answered question		525

### Satisfaction with Settlement.Org

#### Perception of Settlement.Org

95.8% of respondents rated Settlement.Org as either Excellent (48.5%) or good (47.3%). 3% of respondents (5 people) rated the site as fair and 1.2% (2 people) as “not good”. Overall there was a very positive perception of the website.

## How would you rate Settlement.Org?

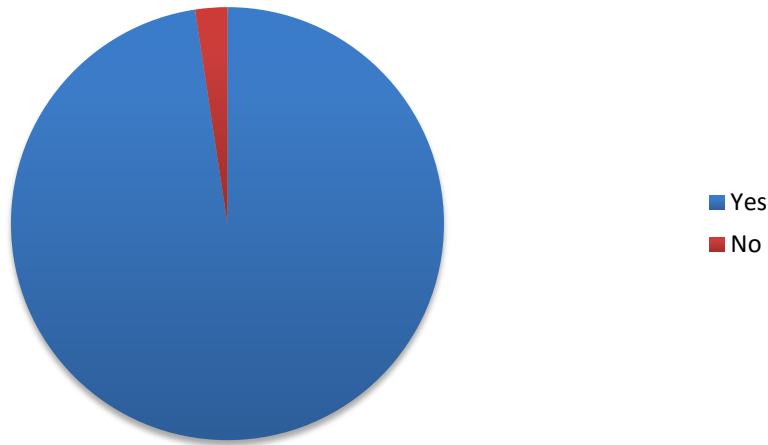


How would you rate Settlement.Org?		
Answer Options	Response Percent	Response Count
Excellent	48.5%	82
Good	47.3%	80
Alright	3.0%	5
Not Good	1.2%	2
<i>answered question</i>		<b>169</b>

### Recommending Settlement.Org

The vast majority of respondents (97.6%) would recommend Settlement.Org to family or friends. Only 2.4% would not.

## Would you recommend Settlement.Org to your friends?



Would you recommend Settlement.Org to your friends?		
Answer Options	Response Percent	Response Count
Yes	97.6%	165
No	2.4%	4
<b>answered question</b>		<b>169</b>

### Favourite Aspects of Settlement.Org

Users responded to the open ended question “What do you like most about Settlement.Org?” with a variety of comments. The comments fit into the themes of content, design and topic areas.

*Respondents’ comments throughout this report have been listed as they were written. Any misspellings have been retained.*

### Content

The vast majority of the comments focused on the quantity and quality of information available on Settlement.Org. Comments also specified what aspect of the information they appreciated. A sample of the comments on this these included:

- Loads of information! All I need to know about everything.
- How honest they are.
- Detailed and effective information
- We have information regarding almost everything that an immigrant needs. And its easy to find.

- comprehensive information on all the aspects of settling
- It is very detail and it covers all the information that a newcomer would need to know as well as it answers most if not all the possible questions i would be asking.
- It helps people to find useful information and resources for starting a new life in Canada
- Information is given in detail that clear all confusion.
- The quality and singularity of information
- Clear and concise information.
- One portal containing useful information for newcomers to Canada
- The website is designed to help new immigrants find ALL basic information and to help new Canadian, as well as the mainstream, to access to federal and provincial information on the Internet
- How up-to-date it is and how easy it is to find things.

## **Design**

The design of the website was also an important theme.

Comments on this topic include:

- Navigation - Easy to use
- Mobile accessibilty
- Categories and organization of topics
- It is very user friendly

## **Topic Areas**

Several topic areas were also mentioned as favourite aspects of the website. Among the topics mentioned, employment was the most prominent.

Comments include:

- Employment guide
- Topics about employment and education
- The build resume feature
- Its very helpful, give lot of information on job search, resume wriring, tax paying etc.
- Giving me a lot of job informations
- Housiong and Job related
- This is most helpful website to who is looking for career opportunities in abroad or canada
- The news section

The Services Near Me interactive map and the Discussion Forum were also singled out by several users as the best features.

## **Least Favourite Aspects of Settlement.Org**

Responses to the question “What do you dislike about Settlement.Org?” focused on either the content or design of the website. However, the majority of respondents stated that there was nothing they disliked about the website.

### **Content**

Many of the comments regarding content focused on the level of detail provided in Settlement.Org articles.

These comments included:

- Some of the information is too general
- Sometimes a lot of links and a need to do more research for more complex situations
- More solution based information which will help to take a decision rather than proving enormous information.
- Information is short, should be more detailed
- Information available is not very deep down or detailed
- I think more info is needed on some topics or least more examples
- There is not enough link on some categories.
- Too many other website links

Other comments on the content covered a variety of topics.

For example:

- It does have information about Ontario only.
- It is GTA focused. Lack of events and services promoted for outside the GTA.
- The job section is very brief-
- Too much positivism, less realism: sometimes employment situation can be tough: but here it is seen as if through a rose tinted looking glass
- That not all the information is available in another language.
- I wish it had more details on topics that cover families who move with infants like infant care and support program for newcomers.
- Lot of information is obsolete.

One respondent also commented that they would like to see a live chat feature.

### **Design and Navigation**

Comments on the design and navigation of the site included:

- May be kind of Index page listing by common issues (not legal terms) with links to other places be included. Likewise a page dedicated to some real case studies can also be included for guidance
- It is easier to find stuff on google rather than on the website

- Sometimes I have problems to find the right words for a good result if I use the search
- The information is so vast that use is overwhelmed, i would suggest that the webpage has cookies that will help understand user's choice and give suggestions to be on right path.
- The site orientation is quite puzzling.
- The site is not mobile phone friendly
- The graphics of the webpage are outdated
- It does not have a feedback or get connected area
- I feel the colour scheme could use some work. It's not bad, but there's something off about it.

One respondent also commented on technical problems as they found the site was sometimes down.

### **New Content Ideas**

Respondents provided various suggestions for the question "Every year, Settlement.Org staff develop new articles for the website. What new article(s) would you like to see added?" These covered various themes including employment, housing, immigration and overcoming challenges.

### **Employment**

The topic of employment was the most prevalent.

Comments on this theme included:

- Articles which are helpful for new immigrants so that they are mentally prepared what to face in the market.
- Articles on licensed & regulated professionals that may be useful for new comers e.g. Accountants, Paralegals, Immigration Consultants etc.
- Strategies for obtaining Canadian experience; Immigrant small business financing and resources
- Ways to write resume; Part time courses during weekneds
- Updates on things such as recognition of credentials
- Articles about making connections to find employers that hire international candidates
- How to get a job in your field. What are the realistic chances.
- New skills which help to get a job, advance computer courses , book keeping in class courses

### **Immigration**

Following the topic of employment, many users suggested more content and detail on immigration policies.

Comments included:

- Actually I would like to see update information about changes in the Canadian Immimgration policies, may it be federal or Ontario
- Suggestions on to how to fill the sponsorship forms
- Articles which go deeply through circumstances which will be faced by each immigrant as a result of programs which have been prepared by each province.if they worked escalate them if not how should the programs should be corrected.
- More pointed articles about changes in the process
- Changes in rules and regulations, and processing time for applications

- Maybe sample formats in which Canadian governments expects letters.
- Many users are not happy about the information in the Immigration section, they need more updated information in detail about the changes in immigration & citizenship laws.

## **Housing**

A smaller, yet still prominent theme was that of housing. These mostly focused on rental housing.

Comments included:

- More information about short term affordable accommodation for newcomers for example, affordable prices for local motels in the GTA area etc.
- More about various places to get settled for new comers. Like where to find our communities.
- More focus on disputes between landlord and tenants
- How to rent without a guarantor
- More on housing and the documents the landlords need.
- About best deals on mortgages

## **Overcoming challenges**

Lastly, many respondents suggested new content related to overcoming the psychological and social challenges of adjusting to life in Canada.

- Youth settlement and integration success stories
- Articles with success stories of immigrants who defy all odds
- Refugee Success stories
- Hardships that a new immigrant faces and how to overcome them.
- Life from an immigrants perspective, some articles written by immigrants from different countries, their experiences, do's and don't
- Information about culture shock, and emotional aspects of getting settled in a new country
- On depression and lack of friends in a new country: how to build connection outside work
- How to be familiar with Canadian life style.

Other topics which were of note but only received nominal mentions included:

- May be a section where we can have some legal advice from immigration lawyers on different topics.
- More article about being pregnant without OHIP
- Information for immigrants without status
- Tips and tricks on navigating administrative environemnt (health care, child care, school grants etc.)
- Some consideration of trans-friendly and transphobic places to help transgender people find a (relatively) safe place to live.
- More about how to improve English or French language
- I think the website is complete, however you could add newsletter about events for specific cultural groups

Other nominal comments focused on the style in which information is presented on Settlement.Org and the outreach strategies used:

- More articles in origin language to make newcomers more familiar with Settlement.Org
- More self-explained solutions with the picture for the problems.
- More city-specific information
- Articles of interest to immigrants who have been here over 5 years
- Community opportunities - new events, meet up groups etc.
- I think the website is complete, however you could add newsletter about events for specific cultural groups

## Accessing Settlement Information

### Finding Settlement Information

The most popular source of information besides Settlement.Org was government websites (85.6%). Other sources included blogs about immigration (31.9%), immigrant magazines (25%) and websites for immigrants (24.4%). Ethnic media (10%) and Facebook groups (13.8%). Respondents were able to choose multiple options.

The following information sources were also mentioned:

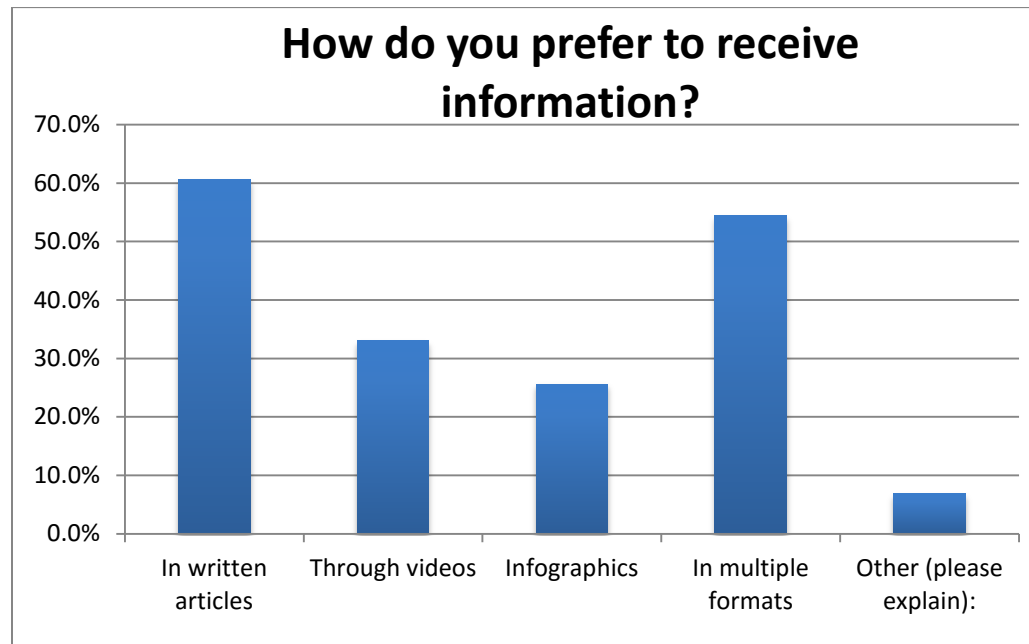
- 211
- Canadavisa.com
- Twitter
- Settlement agencies
- OCASI.org

Other than Settlement.org, where do you go for settlement information?		
Answer Options	Response Percent	Response Count
Government Websites	85.6%	137
Ethnic Media (newspapers and magazines in your language)	10.0%	16
Immigrant Magazines in English, for example Canadian Newcomer or Canadian Immigrant	25.0%	40
Other websites for immigrants, for example Loon Lounge, Canadian Desi, Prepare for Canada	24.4%	39
Blogs about immigration	31.9%	51
Facebook groups about immigration or living in Canada	13.8%	22
This is how I access settlement information:	5.6%	9
<b>answered question</b>		<b>160</b>

### Presentation of Information

The majority of respondents preferred to receive information in written articles (60.6%) or in multiple formats (54.4%). Videos (33.1%) and infographics (25.6%) were the least popular methods.

Respondents were able to choose multiple options.



How do you prefer to receive information?		
Answer Options	Response Percent	Response Count
In written articles	60.6%	97
Through videos	33.1%	53
Infographics	25.6%	41
In multiple formats	54.4%	87
Other (please explain):	6.9%	11
answered question		160

### Personal Experiences and Opinions

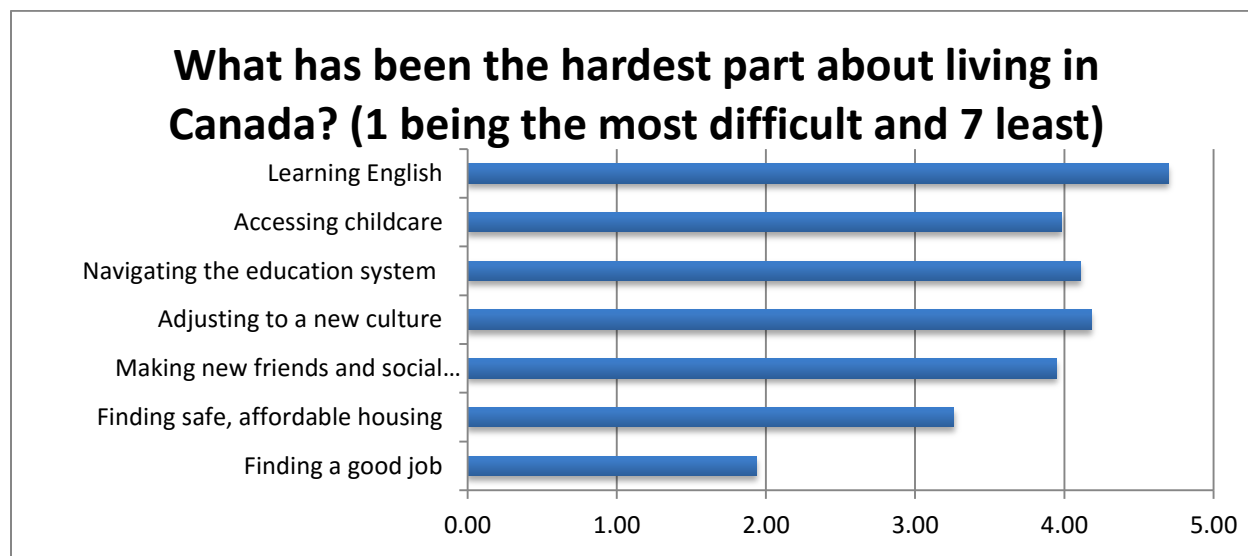
#### Difficulties Settling in Canada

Employment or “finding a good job” was rated as the hardest part about settling in Canada from another country. This topic surpassed all the others by a wide margin. For example, 57.1% of respondents ranked this as their top difficulty while only 12.1% rated finding safe, affordable housing as their top concern. In total, 76.4% of respondents ranked finding a good job as one of their top three concerns.

Following employment, finding housing (12.1%) was ranked as the most difficult part of settling in Canada followed by making friends and social connections (5%). 51.3% ranked housing as one of their top three concerns, while 37.9% rated social connections as one of their top three concerns.

After employment, housing and social connections, the next most prominent themes were: adjusting to a new culture, navigating the education system and learning English. Accessing childcare and learning English were rated as the least difficult experiences and also had the highest number of respondents who found the topics not to be applicable.

The prominence of employment as a top difficulty for newcomers is in line with past user feedback, anecdotal evidence and academic research. The challenge in finding appropriate housing is also a well-known problem for immigrants. Social challenges such as making new friends and adjusting to a new culture were somewhat surprising given that these problems are not widely recognized. Finding ways to help newcomers overcome more nuanced social challenges will require creative thinking on behalf of Settlement.Org staff. The low ratings of childcare and learning English as key difficulties are also surprising, given that these are widely recognized problems for newcomers. It is possible that Settlement.Org attracts newcomers who already have very high language skills or have other supports to assist with childcare needs.



*Note that the lowest bars refer to the topics rated as the most difficult.*

What has been the hardest part about living in Canada? Please rank any challenges you have had in order of difficulty, with 1 being the most difficult and 7 being the least difficult.										
Answer Options	1	2	3	4	5	6	7	N/A	Rating Average	Response Count
Finding a good job	80	20	7	5	5	4	5	14	1.94	140
Finding safe, affordable housing	17	30	25	21	16	9	4	18	3.26	140
Making new friends and social connections	7	20	26	20	20	20	7	20	3.95	140
Adjusting to a new culture	5	18	22	21	24	22	9	19	4.18	140
Navigating the education system	2	11	28	27	29	14	4	25	4.11	140
Accessing childcare	5	17	10	18	24	12	3	51	3.98	140
Learning English	13	10	5	12	11	24	25	40	4.70	140
answered question										140
skipped question										385

### **Advice for Other Newcomers**

Respondents gave very thoughtful open-ended answers to the question regarding settlement advice for other newcomers. Responses to this question proved to be among the most salient in the survey. This question was included in order to understand what difficulties newcomers had experiences and what information would be helpful for Settlement.Org to provide.

Users' comments comprised of several themes including pre-arrival research and planning, psychological advice, employment and English language skills.

### **Pre-Arrival Research and Planning**

The majority of respondents had advice related to researching the realities of life in Canada before arriving.

Samples of the comments related to pre-arrival research and planning include:

- Do your research from back home before even considering moving to Canada
- To read as much as they can about everything before arriving so they can be prepared and not feel overwhelmed.
- Read up / find out more than just whats available online. Payment, Tenancy, Contracts etc. everything is different from the country of origin.
- Be prepared. The more preparation, the sooner you can settle
- Informed them self before moving to Canada on challenges as newcomer in a new country
- Do your homework well. Visit the country and meet other immigrants before deciding to immigrate
- Do homework ahead! Learn about the real life in Canada and how they can affectively make living
- Do your research thoroughly before making the move. Visit settlement.org as often as you can to get the correct information and to have your questions answer.

Among the advice for newcomers to research well before immigrating, some respondents emphasized the importance of using reliable sources:

- Do not believe any rumors, inform yourself on official websites. Do not trust a lawyer only because he/she gets money for the work, always ask what is happen and when.
- Always get information from trusted Web sites
- Take everything they tell you pre-arrival about employment prospects and which professions are in demand with a grain of salt. Do your homework, consult multiple trusted sources, and be prepared to make sacrifices.

### **Psychological Advice**

Another widespread theme was psychological advice. This theme concerned managing expectations and being prepared for the emotional toll the immigration process can have. This advice often overlapped

with the themes of pre-arrival preparation and the difficulties newcomers experience securing appropriate employment.

Examples include:

- Prepare yourself mentally and physically. Make a plan for your self and your family and try to stick to it. Learn some skills rather than having classroom education only.
- Be patient and lower your expectations
- Be prepared for psychological challenges and financial crises.
- Don't come alone, it takes alot socially and emotionally being on your own without friend or family.
- Save positive mood in any situation
- To have an open mind and to be patient.
- Keep it all ready. It is not gonna be cake walk but the end result will be sweet
- Be ready to work hard and enjoy at a later stage
- Be confident and positive. People and the systems are in place. Make sincere effort, success is certain. Do not remain idle. Keep net-working.
- Its not that easy how it seems from far but also a different experience. If you are coming alone try websites like meetup.com, couchsurfing.com to make new friends and get involved in activities you love. Lots and lots of stuff to get busy.

## **Employment**

Many respondents voiced disappointment about their experience finding suitable employment in Canada and warned other newcomers of these difficulties.

Comments included:

- Make sure to have a job or, find out every details to find a job, or have sufficient information about updating education, have a clear picture and have sufficient fund not limited to the minimum, so in case not able to find a job, one could sustain peacefully and not feel insecure, as I am going through now!
- As a new migrant i strongly advise to pursue education in Canada and do not settle for a survival job. you will seize professional success in a shortspan of time.
- Start applying for jobs before coming to Canada. Short list the areas you want to search for a home.
- Study well about job prospects before taking a leap, it is not easy with what you are qualified or good at, check what certifications need to be completed to move in career path.
- Its the survival of the fittest for getting the right job.
- If you have a regulated profession re consider immigration its very hard for you to practice in your field
- Registering with a Newcomer Centre and Employment Centre to get the help necessary to settle in Canada and to get the help with job search. One should not start and end their life in Canada

with a survival job. I would highly advise them to continue or start their education and to follow their dream career. One should also start volunteering to build a network.

- Inform yourself well about job market as many immigrants have problems with transferring their accreditations. Because if this, many have to work in low-skilled jobs even though they are high-skilled, high skilled
- Be Ready to study again for 2-3 years and pay fees, even if you are highly qualified professional having Masters Degree or 5 years experience at back home.
- Educated newcomers are most affected, Degrees not recognized especially regulated professionals, employers do not recognize our experience, educated class is compelled to go for petty and most of the times physically demanding work(survival matters). Immigration is very good for general laborers, Canada needs lots of them

### **English Language Skills**

Several respondents emphasized the importance of strong language skills.

Comments included:

- Learn perfect english, get canadian education
- English learning is just a way to have a good life
- Start learning English before arrival. Volunteer to obtain experience and networking.
- Improve English and try to connect with people at your destination

### **Other themes**

Some themes only received a few comments.

These themes included:

- The importance of having Permanent Residency
- Arranging housing before arrival
- Organizing document such as drivers licenses, birth certificates etc.
- Advice about winter in Canada

### **Positive and Negative Comments on Living in Canada**

Lastly, some respondents gave warnings about moving to Canada or extremely positive remarks about the topic.

Warnings included:

- Don't come here if you want to work in your profession. Be prepared to exhaust your savings. Expect police abuse if you are not white, the racism is systemic.
- Weight your options in your home country or current country of residence and then decide
- No need to move after 45 years of age

- If it is not urgent, you shouldn't move to Canada

Positive remarks included:

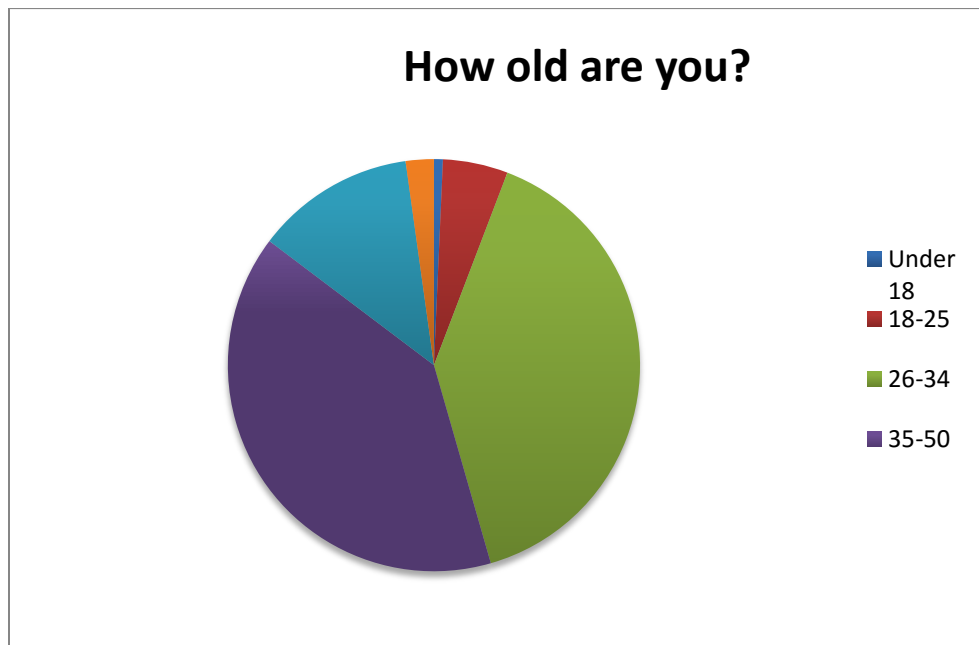
- Best country in world to live in
- Best country to settle with people with skills and experiences
- It's a amazing place to live very multicultural
- Awsomeplace

## Demographic Information

### Age of respondents

The majority of respondents were between the ages of 26 and 50 (79.4%). Respondents aged 26-34 represented 39.7% while those aged 35-50 also represented 39.7%. Other age categories had far fewer respondents such as those aged 50 to 60 with 12.5%, young adults aged 18 to 25 being 5.1% and those over 60 with 2.2%. Only 0.7% of respondents (1 respondent) was under 18.

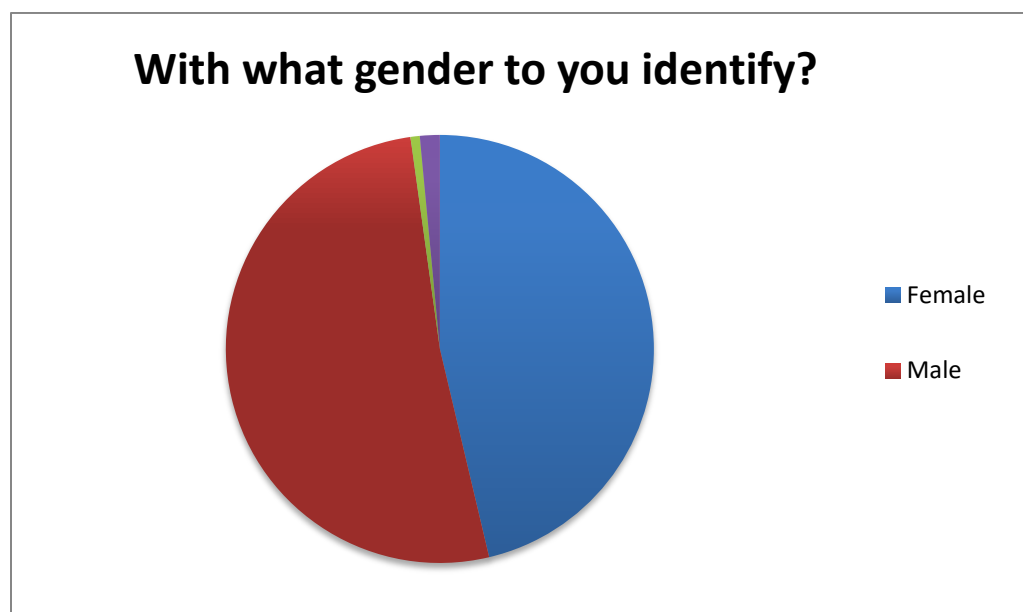
This demographic information is similar to previous surveys where the majority of respondents were also of prime working age with youth and seniors being underrepresented.



How old are you?		
Answer Options	Response Percent	Response Count
Under 18	0.7%	1
18-25	5.1%	7
26-34	39.7%	54
35-50	39.7%	54
50-60	12.5%	17
Over 60	2.2%	3
<b>answered question</b>		<b>136</b>

### Gender of Respondents

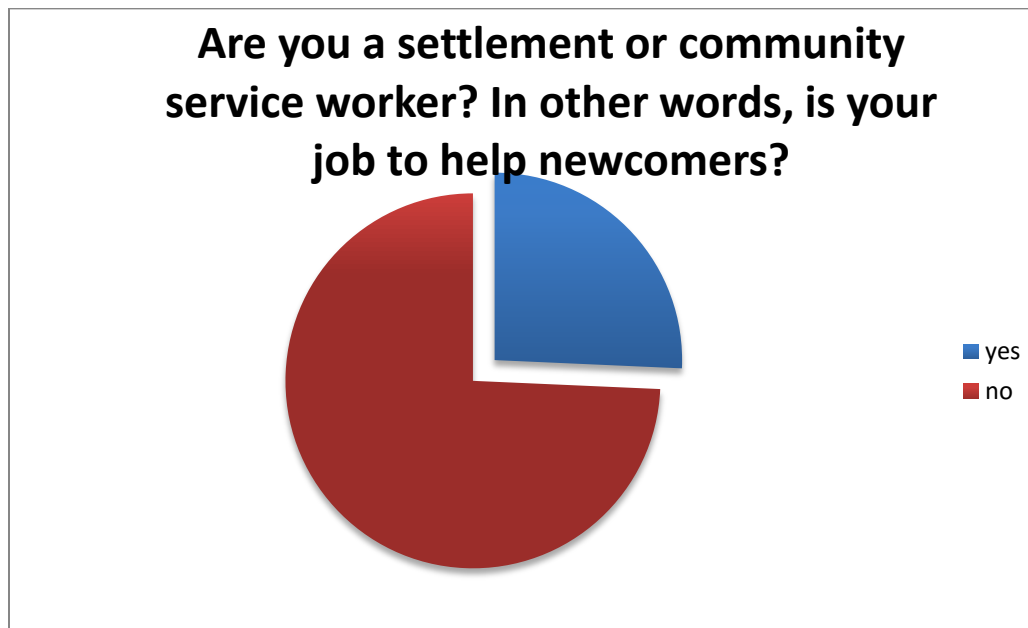
Men and women were fairly evenly represented in the survey with 51.5% of respondents being male and 46.3% being female. Only 0.7% (1 respondent) identified as trans. Two respondents answered the “I identify as” category; however neither provided serious responses.



With what gender to you identify?		
Answer Options	Response Percent	Response Count
Female	46.3%	62
Male	51.5%	69
Trans	0.7%	1
I identify as:	1.5%	2
<b>answered question</b>		<b>134</b>

### Settlement or Community Service Workers

Most respondents (74.3%) did not identify as a settlement or community service worker while approximately a quarter (25.7%) did. The high proportion of respondents who work with newcomers can be attributed to their familiarity with Settlement.Org and the survey's other outreach channels.



Are you a settlement or community service worker? In other words, is your job to help newcomers?		
Answer Options	Response Percent	Response Count
yes	25.7%	35
no	74.3%	101
answered question		136

### Accessing Settlement.Org for Others

We asked respondents if they used Settlement.Org to retrieve information for other people in order to assess the full breadth of our audience.

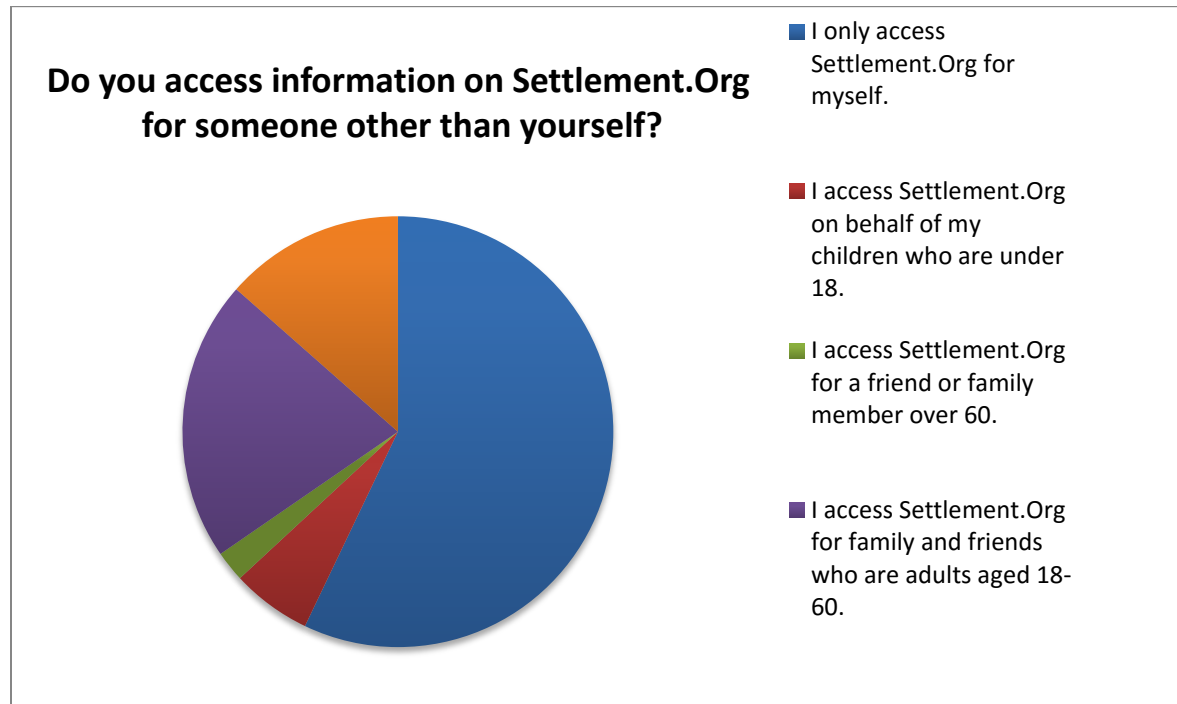
Most respondents (57.1%) only accessed Settlement.Org for themselves. Of those who also accessed it for other people, 21.1% did so for other adults aged 18-60, 6% did so for youth under 18 and 2.3% for seniors over 60.

Some respondents clarified who they accessed Settlement.Org for. Below are some examples:

- I access the services for my family and my friends who are in process to migrate to Canada
- Myself and my students.
- For myself and for newcomers (clients)

- I mentor newcomers and access information for them, but also use the website to educate myself and my organization about newcomer-focused issues.
- For me and my family

Several respondents clarified that they used the website to help their clients in their role as a settlement or community worker.



Do you access information on Settlement.Org for someone other than yourself? If you visit the website on behalf of other people (in addition to yourself), who are you helping to get information?		
Answer Options	Response Percent	Response Count
I only access Settlement.Org for myself.	57.1%	76
I access Settlement.Org on behalf of my children who are under 18.	6.0%	8
I access Settlement.Org for a friend or family member over 60.	2.3%	3
I access Settlement.Org for family and friends who are adults aged 18-60.	21.1%	28
I am a youth or young adult, and I access Settlement.Org for my parents who are under 60.	0.0%	0
I would like to explain:	13.5%	18
<b>answered question</b>		<b>133</b>

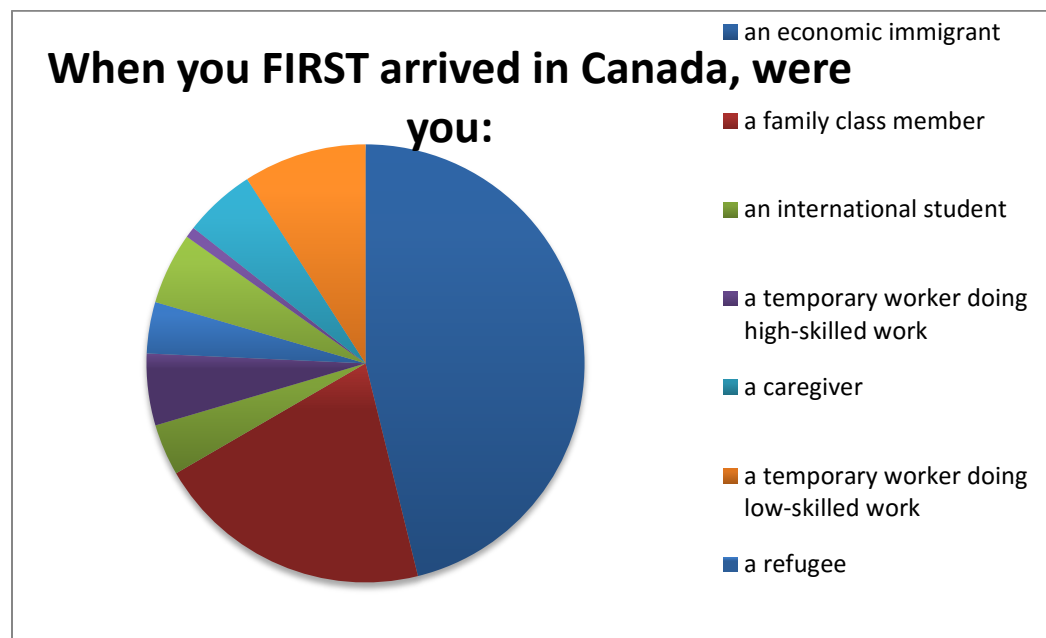
## Immigration Status Upon Arrival

The question about immigration status upon arrival was included in order to better assess whether current Settlement.Org content addresses the different experiences of newcomers arriving in Canada through various immigration programs.

The majority of respondents arrived in Canada as economic immigrants (46.2%) or family class members (20.5%). Small portions of respondents also arrived as high-skilled temporary workers (5.3%), visitors (5.3%), refugees (3.8%) or international students (3.8%). Only one respondent (0.7%) arrived without status. 5.3% of respondents did not live in Canada.

Details that were provided include:

- Spouse of a temporary high skilled worker
- A citizen raised abroad
- Provincial Nominee
- I arrived as an international student and still is an international student, however my 11 year old daughter is a permanent resident and i access the site on her behalf. i must also say that despite my status settlement.org was very helpful to me as well. My intention is to someday live in Canada and the information received from the website provided me with important information about a wide variety of things.

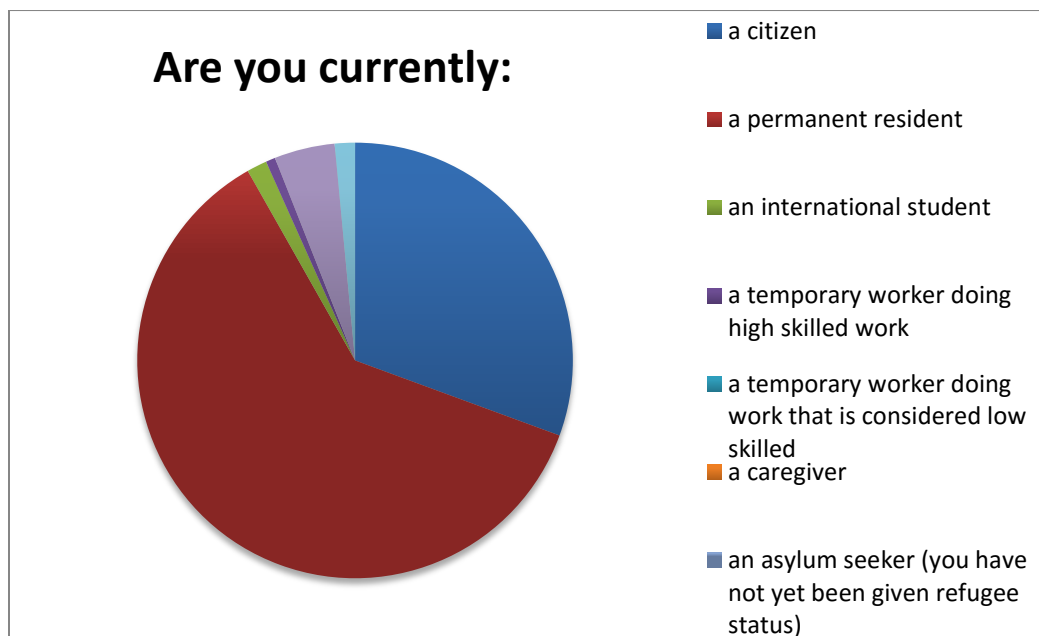


### When you FIRST arrived in Canada, were you:

Answer Options	Response Percent	Response Count
an economic immigrant	46.2%	61
a family class member	20.5%	27
an international student	3.8%	5
a temporary worker doing high-skilled work	5.3%	7
a caregiver	0.0%	0
a temporary worker doing low-skilled work	0.0%	0
a refugee	3.8%	5
an asylum seeker (who had not yet been given refugee status)	0.0%	0
a visitor	5.3%	7
without status	0.8%	1
I do not live in Canada	5.3%	7
Other (please explain)	9.1%	12
<b>answered question</b>		<b>132</b>

### Current Immigration Status

This question was also included in order to ensure that Settlement.Org addresses the needs of our users and their various forms of immigration status. The vast majority of respondents were either Permanent Residents (61.2%) or citizens (30.6%). Small portions were international students (1.5%) or high-skilled temporary foreign workers (0.7%). 4.48% of respondents did not live in Canada.

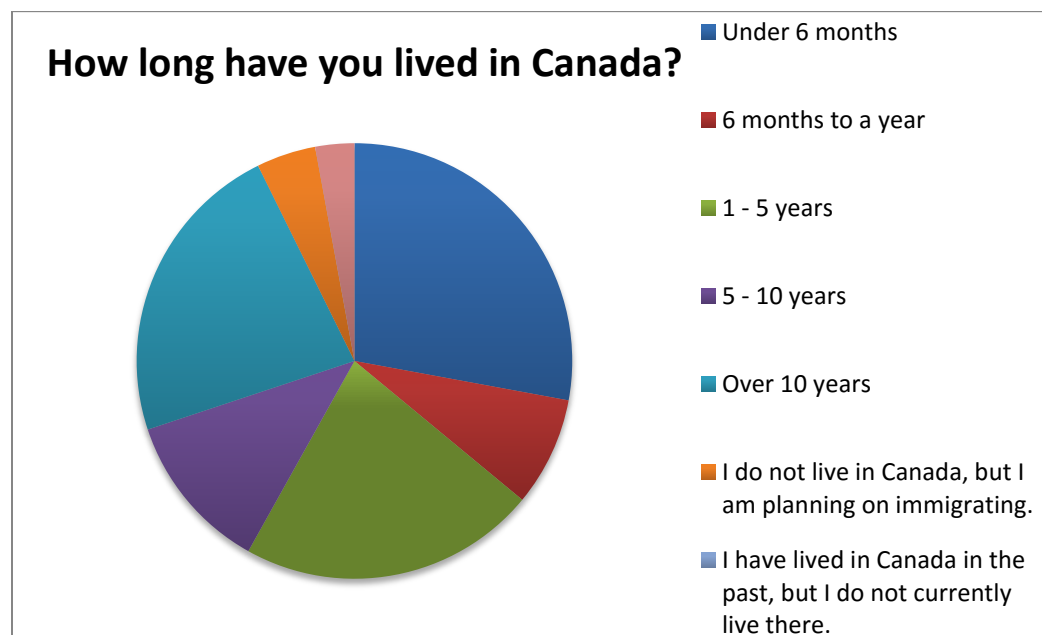


Are you currently:		
Answer Options	Response Percent	Response Count
a citizen	30.6%	41
a permanent resident	61.2%	82
an international student	1.5%	2
a temporary worker doing high skilled work	0.7%	1
a temporary worker doing work that is considered low skilled	0.0%	0
a caregiver	0.0%	0
an asylum seeker (you have not yet been given refugee status)	0.0%	0
currently without status	0.0%	0
a visitor	0.0%	0
I do not currently live in Canada	4.5%	6
Other (please explain)	1.5%	2
<b>answered question</b>		<b>134</b>

### Length of Time in Canada

The length of time respondents had lived in Canada varied immensely. 27.9% had lived in Canada for less than six months, 22.8% for over ten years, 22.1% between one and five years, 11.8% between five and ten years and 8.1% between six months and a year. 4.4% did not currently live in Canada but planned on immigrating.

If the categories are collapsed into recent arrivals (under a year in Canada) and established immigrants (over five years in Canada), the rates are similar with 36% being recent and 34.6% being established.



How long have you lived in Canada?		
Answer Options	Response Percent	Response Count
Under 6 months	27.9%	38
6 months to a year	8.1%	11
1 - 5 years	22.1%	30
5 - 10 years	11.8%	16
Over 10 years	22.8%	31
I do not live in Canada, but I am planning on immigrating.	4.4%	6
I have lived in Canada in the past, but I do not currently live there.	0.0%	0
I want to explain further:	2.9%	4
<b>answered question</b>		<b>136</b>

## Additional Information

### Other comments

Some respondents provided comments to the open-ended question “Is there anything else you would like us to know?” Most comments in this section were in the themes of positive feedback, employment difficulties and suggestions for website promotion.

The most prevalent theme was positive feedback.

This included:

- Love your website
- Thanks for the content to help people like us.
- I would just like to compliment you for the excellent information you provide to new immigrants like me. Makes our move that much easier.
- I really appreciate the persons behind this website, please keep up the good work.
- Very good source of information on all settlement issues that newcomers face.
- Settlement.org is one of the best resources we have in newcomer settlement sector. I refer to this website for research, updates and also for newcomer clientèle that i serve. Keep up the good work !

Secondly, there were many comments on the difficulties immigrants experience in securing appropriate employment. While some comments were related to the website, many others reference government policies.

These included:

- Canada is nice and rosy from far, but very hard to crack for good job.

- Please make it simpler for Educated individuals to settle down. Most of the times the information is inadequate.
- Job is a priority for every immigrant, I would recommend to check why there are huge gaps in employment when people are coming after going through rigorous process of immigration. What needs to be done on both ends to bridge the gap.
- I think the province should have mandatory internship/ volunteer programs in the field of education/experience of the new immigrant to help them assimilate into the workforce.
- Yes, I came to Canada on PR, still not able to find a job. My saving is getting over, really feeling insecure.

Lastly, some respondents included marketing suggestions and emphasized the importance of outreach activities.

These included:

- Maybe to promote your great website, partner with the government funded agencies as well. I have to provide to some of them your information, a lot of people that helps immigrants are not aware of your existence. Social Media is another good way, a lot of immigrants look into it to make their research.
- Highlight this portal over Social Media, CIIP workshops and at all possible means. Lot of people are unaware about this website. I found its informative and very useful.
- I wish you could advertise for your website among people who are in the willing or in the process of immigrating to Canada so that they have the honest true picture of the life in Canada. Most of the newcomers that I served are deeply disappointed.

## Comparisons

### Comparison by Themes

#### Settlement and Community Workers

Settlement and Community Workers' responses were in line with other respondents with the following differences:

- This population was much more familiar with Settlement.Org than the general population. They visited Settlement.Org much more frequently than other users with 45.7% visiting almost every day. Unsurprisingly, they often visited the website in order to access information for other people. They were less likely to access information from blogs or other (non-government) websites targeted at newcomers.
- This population was older and more established in Canada. Many more respondents had lived in Canada over 10 years and were in the 50-60 year old age category. Also, a much higher percentage had citizenship (69.7% vs 17.8%).

- This population comprised mostly of women. Many more female representation 69.7% female and 30.3% male. Versus people in other professions at 38.6% female and 58.4% male.
- More settlement/community workers arrived through the family class program (36.3 versus 15.2%).

## **Gender**

- Some of the trends in gender were similar to those of settlement/community workers given that this group was predominantly women
- Men were more likely to have arrived as economic immigrants (55%) than women (38.3%). They were however, less likely to be citizens (20.2%) than women (40.3%). Women were more likely to have arrived through the Family Class.
- Women were more likely to be long term residents of Canada, and have lived here for over 10 years (33.9%) than men (11.6%).

## **Cross-Analysis by other themes**

Cross-analysis of themes such as time in Canada, satisfied/dissatisfied users and residents and non-residents either did not result in any striking themes or were not reliable due to small numbers. Open ended questions also made cross-analysis only possible for certain topics.

## **Comparison with the 2013 Survey**

Settlement.Org also conducted user surveys in 2010 and 2013. Due to this experience, we have learned how to modify the survey design in order to meet our content needs. Therefore, modifications were made to the 2016 survey. In addition, since 2013 the Settlement.Org team has increasingly used web analytics to assess the popularity of various aspects of our content. Our capacity to analyze the data trends of our visitors has increased significantly; therefore our information needs from a user survey have changed.

One of the most significant changes to the survey was the eligibility criteria. This year, respondents were screened out unless they had visited Settlement.Org more than once and identified as an immigrant. Past surveys did not include eligibility criteria. Since anyone could participate in past surveys, we received a lot of responses from respondents who were interested in the prizes but were not necessarily very familiar with the Settlement.Org website. We also received some responses from people outside our target demographic of newcomers to Ontario. The stricter eligibility criteria meant that we received fewer responses (136 compared to 300 in 2013), yet the information gathered was more targeted to our needs.

The 2016 survey also included more open-ended questions about respondents' experiences and opinions. These questions resulted in rich qualitative data. However, this data was more time consuming to analyze and more difficult to code. By contrast, there were far fewer quantitative questions on respondent demographics (country of origin, English levels, computer literacy, education) and fewer

questions on the website's design and usability. These questions were omitted for several reasons. Firstly, we are able to ascertain some of this information from our web analytics. Secondly, demographic information was very similar in the 2013 and 2016 surveys. From the surveys and other information gathering, we are confident that the Settlement.Org audience generally comprises of highly educated adults with strong levels of English. Thirdly, although some demographic information is interesting, it is not all necessary for content development. Lastly, usability and design questions were not emphasized since we completed a large website redesign in early 2016 and are not looking to make significant changes at this time.

Despite the differences, much of the survey comprised of similar themes such as satisfaction with Settlement.Org, content review and basic demographic information. Some topic areas received similar responses as in the past. For example, approximately a quarter of respondents were settlement/community workers in both the 2013 and 2016 surveys. Another commonality was that most respondents were adults of prime working age, with very few youth or seniors represented. Similarly to the results from 2010 and 2013 surveys, the respondents in the 2016 survey were overwhelmingly satisfied with the Settlement.Org survey and rated it highly. One key difference in the demographic makeup of respondents in the 2013 and 2016 surveys was that respondents were generally less established than in the past. For example, in 2013, 47.8% of respondents were citizens, while in 2016 30.6% were. In addition, in 2013 only 10.3% of respondents had been in Canada for under six months, while in 2016 this number was 17.9%. The number of respondents who had lived in Canada for over five years also decreased from 50.7% to 34.6%. This shift could be due to the exclusion of non-immigrants in the 2016 survey.

## Key Findings

The 2016 Settlement.Org User Survey comprised of twenty open-ended, ranked and multiple choice questions that were created in order to evaluate the content needs for the Settlement.Org website. The survey was open from May 9 to June 3, 2016 and was advertised through social media, pop-up ads on Settlement.Org and on other OCASI websites. Respondents had the option of entering a random prize draw for a \$100, \$50 and \$25 Amazon gift card. In total, 136 respondents completed the survey. Only survey respondents who identified as immigrants and had visited Settlement.Org more than once were eligible to participate.

Overall, respondents were extremely satisfied with the Settlement.Org website. The vast majority of respondents rated Settlement.Org as either excellent or good. Respondents also noted which aspects of the website they liked most. The majority of these positive comments related to the quantity and quality of information. Many respondents did not have critiques of the website, however, the comments we did receive were primarily related to the level of detail provided in Settlement.Org articles. Respondents' recommendations for new content focused predominantly on themes of employment, followed by immigration topics. Respondents indicated that they preferred accessing information

through articles or in multiple formats and most respondents used government websites as another key resource for finding information.

Survey respondents overwhelmingly indicated that their most difficult settlement challenge was finding appropriate employment. Other key difficulties included finding safe, affordable housing, making new friends and adjusting to a new culture. Surprisingly, learning English was rated as one of the least difficult settlement challenges. Respondents were also asked what advice they would give other newcomers. Responses focused largely on pre-arrival research and accessing reliable information sources. Many respondents also emphasized the importance of job-search and employment information in the settlement process. They also provided psychological advice related to the difficulties of moving to a new country and not being able to work in your profession. The advice respondents provided demonstrate the most salient themes for Settlement.Org users.

Demographic information revealed that most Settlement.Org users are adults aged 26 to 50 with few youth or seniors represented. A significant portion (25.7%) are settlement or community workers who assist other newcomers. The majority of respondents arrived in Canada as economic immigrants and now have Permanent Residency. A significant portion are also Canadian citizens. Approximately a third of respondents have lived in Canada for under six months while another third have lived here for over five years. In comparison with surveys in past years, there are now more recent arrivals accessing Settlement.Org.

The results of this survey show Settlement.Org staff the continued importance of reliable, detailed job-search and employment information to newcomers. Respondents clearly outlined this theme as a priority area. Detailed up-to-date immigration information was also identified as a priority. A cross-cutting theme throughout the survey was also the importance of psycho-social support plays for newcomers. Many respondents indicated the emotional difficulties of moving to a new country and not being able to find appropriate employment. This was reflected in the psychological advice they provided for other newcomers as well the prominence of “making new friends and social connections” and “adjusting to a new culture” as key difficulties in the settlement process. This theme reveals a need for content on how to build support systems in order to maintain positive mental health throughout the settlement process. In addition, the low numbers of youth and seniors accessing Settlement.Org indicates that better outreach and content development targeted towards these populations is needed.

In summary, the 2016 evaluation showed high levels of satisfaction with Settlement.Org. Users are mostly adults who arrived as economic immigrants who now have stable status in Canada. Users appreciate realistic, detailed and accurate information on all topics. It also revealed the continued need for employment information and supports for newcomers while they are searching for appropriate employment or are underemployed.